

# MEAFINANCE

Banking and Finance News in the Middle East Markets

MEDIA PACK 2024

[www.mea-finance.com](http://www.mea-finance.com)



# WHY MEA FINANCE?

## MEA FINANCE MAGAZINE

Your entry way to the region's rapidly developing and exhilarating financial markets.

The locations served and covered by MEA Finance Magazine are in the most part, embarked upon the purposeful development of their financial markets. In many locations we see increasing growth of across all sectors of the region's varied banking sectors as some key centres continue their transformation into global financial hubs.

Though around the world, inflation and interest rates are easing, they remain at higher rates than for more than a generation, meaning continued uncertainty in 2024. However, the regional banking and finance sectors are ably overcoming such hurdles with innovation, smart products and services, the adoption of technology driven solutions and bold, thoughtful leadership. The range of service are increasing as the region avidly puts into practice the most up to date banking and financing options, giving customers and clients choices and service levels that were unheard of only a few years back.

MEA Finance pushes forward with our mission to bring our audiences high quality coverage, actionable analysis and the exclusive thoughts and views of those leading the banking and financial markets of the Middle East and Africa, all supported by a range of selectively high-level thought leadership and networking events.

Our focus on digitisation, fintech and the latest technology in the industry combined with our unique ability to bring together all the key players through our roundtables, executive briefings and major industry events is unmatched.

As we move through the heightened changes and challenges of our times, MEA Finance reports on their outcomes and the adaptations made in response across the wide scope of financial services, from commercial, retail and investment banking to Islamic finance, wealth and asset management.

MEA Finance magazine's peer-level dialogue with the market includes interviews, feature articles and opinion pieces covering core matters of importance to the industry, bringing our highly engaged audiences and readers the thoughts and insights of the sectors leadership and their customers.

As the demands of our regions' banking customers increase, as the latest technology led developments come into daily use in the financial markets and the future shape and role of banks in society continues its evolution, MEA Finance keeps you and your clients up to speed with all the latest market trends and developments

## »» ABOUT

The only regionally founded and based dedicated banking and finance media and events brand, MEA Finance provides the sector with dedicated news, features, high-profile events, targeted networking, bespoke occasions, data and ongoing updates on the unprecedented and accelerating changes taking place in the Middle East and Africa's capital markets.

**MEA Finance's** news, articles, events and data are accessible across all of our platforms -digital, online, print, social media, webinars, virtual & actual events, awards, memberships and polling.

## »» AUDIENCE

**MEA Finance** continually interacts with industry leaders responsible for making or influencing important decisions for their businesses, banks and organisations. Our readers, delegates and speakers include C-level executives and group/section heads at leading banks, financial institutions, wealth & asset managers, family offices, leading fintechs, technology providers and regulators. From the wider business world, our readers and events delegates include business leaders, senior executives, Chairmen, CEO, CFO's, CTO's CIO's treasurers of leading corporations and entrepreneurs.



# EDITORIAL CALENDAR 2024

## JANUARY/FEBRUARY ISSUE

**Retail Banking** — New trends and developments in retail banking trends across the region.

**Climate Change and Regional Banks** — Sustaining sustainability post COP 28.

**Open Banking & APIs** — How has the region progressed? How do we compare in the world?

**Country Focus: UAE**

## MARCH ISSUE

**Private banking and Wealth Management** — Distinguishing service in a competitive market.

**Human Capital in Finance** — Nurturing and applying talent in changing times.

**Payments** — What will 2024 bring to the regional payments world?

**Cloud Technology in Banking & Finance** — Surely the case for this is made?

**Country Focus: Iraq**

## APRIL ISSUE

**Debt Capital Markets** — Reviewing the recent past and near future of regional market?

**Mergers and Acquisitions** — Update on play in the regional M&A activity.

**Islamic Banking and Finance** — Developments of the regional and global Islamic economy.

**The Role of AI in Banking** — What will it bring means to banks and clients?

**Country Focus: Saudi Arabia**

## MAY ISSUE

**SMEs in the Region** — Why this important economy sector is important to regional banks.

**Transaction Banking** — Changes to this key activity at a time of increasing regional importance.

**Cybersecurity** — The latest threats, consequences and measures to recover or prevent damage.

**Insurance**—Market developments and the role of technology in the insurance sector.

**Country Focus: Oman**

## JUNE ISSUE

**Real Estate Investment** — Where are the best opportunities and how will the market evolve?

**ESG** — How are the region's banks and FI working ESG into their business plans?

**Sustainability in Fund & Asset Management** — Are sustainable investments on an upward trajectory?

**2023 Banking Technology Conference review** — Highlights from the region's top banking technology event

**2023 Banking Technology Awards winners coverage**

**Country Focus: Bahrain**

## JULY/AUGUST ISSUE

**Private Equity and Venture Capital** — How is this activity growing and operating in the region?

**Family Office** — Are the region's HNWIs making more use of this special service?

**Succession and Estate Planning** — The essential importance of facing truths and making plans.

**Islamic Financial Technology** — How will AI be integrated with Sharia finance in the region?

**Transaction Banking Summit review** — Coverage of this landmark event held in Riyadh, Saudi Arabia

**Country Focus: Egypt**





# EDITORIAL CALENDAR 2024

## SEPTEMBER ISSUE

**Private Banking and Wealth Management** – Providing premium services in a competitive market?  
**Neo Banking in review** - How are the regions Neobanks faring?  
**Foreign Exchange** – Review the regional Forex markets  
**Robo Advisory** – What can it do and how do its' outcomes compare?

**Country Focus: Jordan**

## OCTOBER ISSUE

**Asset Management** – How does the regional market compare with the rest of the world?  
**Equity Capital Markets** – Overview of recent market activity and a look in the future of the market?  
**Specialist Finance** – overview of specialist finance for infrastructure, aviation, healthcare etc.  
**MEA Finance Payments Summit review** – A look at the debates at our annual Payments Summit.  
**MEA Finance Banking Technology in Egypt Summit review** – Highlights of this groundbreaking event.

**Country Focus: Kuwait**

## NOVEMBER ISSUE

**Islamic Banking and Finance** – Highlight on notable Sukuk/financing deals  
**Structured Finance and Syndication Market** – Review of the past months of 2024  
**AI in Regional Banking Round Up** – AI adoption and where is it most frequently experienced?  
**Cash Management** – How is this key role for bank developing in the region?

**Country Focus: Lebanon**

## DECEMBER ISSUE

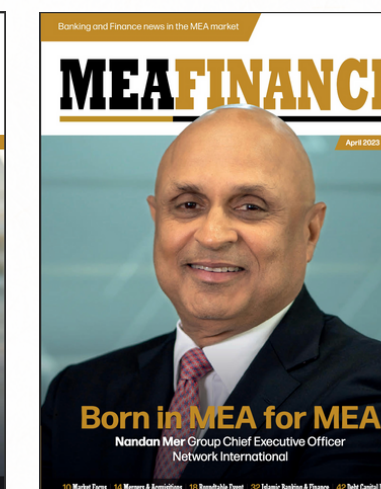
**Trade Finance** – How is trade finance in the region adapting to technology fast payments demands?  
**Outlook on Global Markets for 2025** – What to expect in the coming year  
**Digital Transformation** – Is there any transformation left to do, or is it now “evolution?”

**Wealth and Investment Summit review**

**MEA Finance Banking Technology in Jordan Summit review** – A look into this special event.

**2024 MEA Finance Industry Awards winners coverage** - Read about the winners of our annual Industry Awards.

**Country Focus: South Africa**





# MAGAZINE READERSHIP & CIRCULATION

## ADVERTISING RATES

Full Page	\$9,500
Double Page Spread	\$18,000
Inside Front Cover	\$14,000
Outside Back Cover	\$15,000
Inside Back Cover	\$13,500
Inside Cover DPS	\$25,000
Half Page - vertical/horizontal	\$7,500

## ROLE DESIGNATION

- CHAIRMAN = 5%
- CEO = 21%
- CFO = 18%
- Other C suites (CIO, CISO, CTO etc...) = 20%
- Managing Directors = 10%
- Treasury Heads = 10%
- SVP, GM and Department heads = 12%
- Business owners = 4%

## TECHNICAL SPECIFICATIONS



### DOUBLE PAGE SPREAD

Type area = 40 cm x 21.9 cm  
Trim size = 42 cm x 27 cm  
Bleed size = 42.6 cm x 27.6 cm



### FULL PAGE

Type area = 18.5 cm x 21.9 cm  
Trim size = 21 cm x 27 cm  
Bleed size = 21.6 cm x 27.6 cm



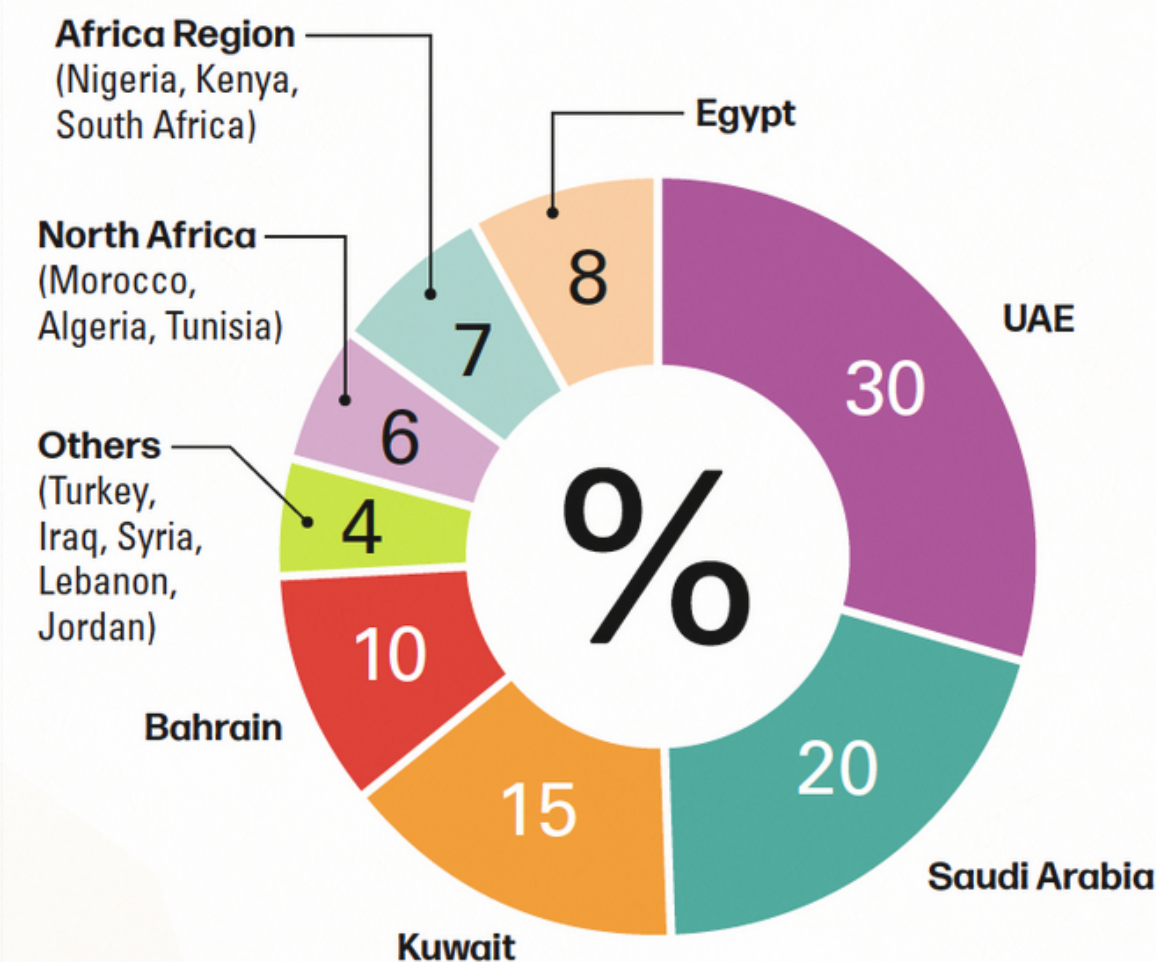
### HALF PAGE

Type area = 18.5 cm x 11.5 cm  
Trim size = 21 cm x 13.5 cm  
Bleed size = 21.6 cm x 14. cm

## FORMAT FOR SENDING FILES

<b>PDF</b>	Must be in high resolution (300 dpi) with all fonts and pictures embedded. Crop marks should be positioned outside the printed area.
<b>EPS</b>	Must be in high resolution (300 dpi) with all fonts and pictures embedded. Crop marks should be positioned outside the printed area.
<b>JPEG</b>	Must be in high resolution (300 dpi) and in CMYK (not RGB). Crop marks should be positioned outside the printed area.
<b>AI (Native Adobe Illustrator File)</b>	Artworks must be packaged with fonts and images/links, images/links must be in CMYK not RGB. Note: If advert is too large to be sent as email, please send it thru "wetransfer"

## COUNTRY BREAKDOWN



**12,000**

STANDARD PRINT RUN

**65,000**

DIGITAL COPIES SENT



# MEA FINANCE.COM

www.mea-finance.com is regularly updated with to deliver the latest news of key events, deals and activities in the region's banking and finance markets. The breadth of coverage is the full sweep of the financial markets from commercial, retail, Islamic and investment banking to asset and wealth management, technology, fintech, AI and all the developments remaking the modern banking world. Thought leadership content on industry trends and challenges are also offered via illuminating exclusive interviews, opinion pieces and video interviews with leading executives from the region's financial sectors.

## » AUDIENCE

The www.mea-finance.com audience comprises C-level executives and group/section heads at leading banks, financial institutions, wealth & asset managers, family offices, leading fintechs and technology providers. From the wider business world, our readers and events delegates include business leaders, senior executives, central and development bankers, chairmen, CEO, CFO's, CTO's CIO's, treasury heads, treasurers at leading corporations, regulators and entrepreneurs, heads of banking associations and trade associations.

## » BANNER ADVERTISING

www.mea-finance.com offers advertisers the valuable opportunity to run monthly tenancy display campaigns across its website applying various creative options ensuring a continuous and constant presence throughout the website, addressing our audience with their key commercial information.

## » CAMPAIGN MANAGEMENT

Campaigns are displayed on rotation, guaranteeing maximum exposure and excellent visibility for all the creative formats across all content pages. Additionally, opportunities for custom-made content and videos are available to support key communications and deepen engagement through editorial content.



**43,000**  
UNIQUE VISITORS

**150,000**  
AVERAGE PAGE VIEWS  
PER MONTH



# WEBSITE BANNER

## WEBSITE BANNER

Type	Leaderboards	Billboards	MPU	Vertical
<b>Web Banners Specifications</b>	970x90px	970x250px	300x250px	300x600px
	728x90px	768x250px		
	300x100px	300x250px		
FILE FORMAT		CREATIVE SUBMISSION	TENANCY CAMPAIGN COST	
.jpg / .png / .gif		Minimum of 3 days before the campaign	\$6,500 (Monthly)	

## EDM CAMPAIGNS

Our EDM marketing enables campaigns to be delivered directly to 38,000 subscribers. Email marketing provides a reliable form of communication between your brand and your customers. It's a cost-effective solution to reach customers where they visit every day – their inbox.

EMAIL SPECIFICATIONS	REQUIRED DETAILS	SUBMISSION LEAD TIMES	EDM COST PER SEND
<b>width:</b> 620px (standard size)  <b>File format:</b> html / .htm package which includes the images  <b>Total size limit:</b> 100kb	Senders name, Subject line for the email and Date of email blast release	Minimum of 3 days before the campaign	\$4,500 (Monthly)

## MEA FINANCE WEEKLY E-NEWSLETTER

Our weekly newsletter delivers essential news directly to senior executives and thought leaders within the banking and financial sector.

By sponsoring our newsletters, you are reminding your current and potential customers of your presence and achievements in the market. In their demanding day-to-day lives, many consumers and clients do not have many opportunities to give attention to the news and offers that could benefit their businesses. Our newsletters provide quick and informative reminders that regularly allow your market to learn about your latest products and services, keeping you "top of mind" and increasing your chances of being the brand of choice when the customer decides to convert.

BANNER OPTIONS	CREATIVE SUBMISSION	WEEKLY BANNER COST
Same sizes as web banners	Minimum of 3 days before the campaign	\$2,500 (weekly)



# MEAFINANCE EVENTS

**MEA Finance events** are well known in the region for the rigour and enthusiasm of their panel discussions, the very real insights received by their audiences and the breadth of their subject matters.

MEA Finance events benefit from our unique ability to bring the top bankers, key officials and the most senior and incisive speakers, to join our panels and roundtables. Our 365 days a year interaction with the regional banking and financial markets through MEA Finance Magazine, our website – [www.mea-finance.com](http://www.mea-finance.com), our newsletters and social media, provides us with access to the right people to make our events very special occasions.

## » MEA FINANCE ROUNDTABLES

Regarded by the industry as the gold standard for such occasions, MEA Finance Roundtables provide lively interactive debate and unmatched networking opportunities, powerfully backed by extensive coverage across multiple channels. Following the event will be up to 10 pages of coverage in the following edition of MEA Finance Magazine and highlights videos posted online and on social media. All this is preceded by an extensive multi-platform pre-event marketing campaign, ensuring they are ultimate showcase for your innovation, thought leadership and market stature.

Get in touch with us to discuss how you want to create an event that will place your company, its skills and knowledge firmly at the top of mind in your target market.

- **UAE based roundtables** – US\$45,000
- **GCC located roundtables** – US\$50,000
- **Other locations** – POA

“It was a very professionally organized event with a very interesting audience and fellow speakers. I truly enjoyed the event which I believe is great for both, content and networking!”

**Niels Zilkens, Head of Wealth Management, UBS**

## » MEA FINANCE EXECUTIVE BREAKFAST BRIEFINGS - EBB

The latest addition to the MEA Finance suite of top-level and highly profiled events, the MEA Finance EBB brings the sponsor a chance to network with and prioritise debate on issues of current and future market relevance with between four to six banks and other concerned bodies or organisations.

These events enjoy similar profile, plus pre and post event audience awareness as do our signature roundtables including four pages of coverage in the following edition of MEA Finance Magazine and highlights videos posted online and on social media.

- **UAE based roundtables** – US\$30,000
- **GCC located roundtables** – US\$35,000
- **Other locations** – POA

“I would like to thank you and your team on the great organization and hospitality... This event provides a great opportunity for the industry leaders and key influencers to share their thoughts and learn from their peers across the region in order to shape transformation and promote collaboration. I am looking forward to the upcoming events..”

**Saud Al Dhawyani, Chief Technology Officer, Emirates NBD**

“I enjoyed being a part of the panel discussion, as it provided a platform for thought-provoking dialogue and valuable knowledge exchange among industry experts”

**Jamal Al Awadhi, Chief Operating Officer, Wio Bank**



# MEAFINANCE EVENTS

## MEAFINANCE SUMMITS

Focusing on the issues at the forefront of the regions banking and finance markets, MEA Finance Summits in 2024 are highlighting Banking Technology, Transaction Banking, Payments and Wealth and Investment.

Showcasing financial technology innovators, leaders and innovators in regional and global transaction banking, cutting-edge thinkers and the latest developments in the fast changing payments world plus top investors and practitioners in wealth management, they are among the markets' most well attended and enjoyed conferences, all taking place in an atmosphere of exhilarating debate on the latest developments and announcements in the dynamic and fast-moving world of banking and finance in our region

**SUMMITS CALENDAR 2024:** You can look forward to following summits and awards events in 2024...

- **May 2024** – The MEA Finance Banking Technology Summit & Awards, Dubai, UAE
- **June 2024** – The Transaction Banking Summit, Riyadh, Kingdom of Saudi Arabia
- **September 2024** – Leaders in Payments Summit & Awards, Dubai, UAE
- **September 2024** – Banking Technology in Egypt Summit, Cairo, Egypt
- **November 2024** – Wealth and Investment Summit, Dubai, UAE
- **November 2024** – Banking Technology in Jordan Summit, Amman, Jordan

“Great experience with heavy weights from the industry discussing current challenges, banking trends and future plans.”  
**Abdullah Al-Mutawaa**, Head of Funds Transfer & Wealth Management Operations, **National Bank of Kuwait**

## MEAFINANCE AWARDS

**MEA Finance awards** ceremonies and presentations celebrate excellence across the Banking and Financial Industry, for innovation and breaking ground in Banking Technology and for notable achievement in the competitive Payments arena. They are the regions most coveted and celebrated banking and finance awards and the most elevated arena for recognition of the very real achievements and smart work of all those in, associated with and providing the topmost services to the Middle East and Africa's banking and finance clients, customers and providers.

- **Banking Technology Awards, Dubai UAE** - May 2024
- **Leaders in Payments Awards, Dubai UAE** – September 2024
- **MEA Finance Annual Industry Awards, Dubai UAE** – November 2024

“It was a very valuable summit covering the recent market trends, each panel discussion was very informative and insightful. It was good forum to network and interact with senior leaders from the industry”  
**Srinivasan Sampath**, Acting Group Chief Technology Officer, **First Abu Dhabi Bank**

“I was delighted to speak at the Swift & MEA Finance Leaders in Banking Technology Kuwait Summit 2023 and meet the financial community leaders Kuwait. The event was well-organized, and the topics were of high-interest to the payment community, thanks to MEA Finance team for their professional approach”  
**Faisal Alhijawi**, Chief Strategy & Development Officer, **BUNA**



# MEA FINANCE EVENTS





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